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To: Madison Food Policy Council Members
Mark Woulf, Alcohol and Food Policy Coordinator, Office of the Mayor
Heather Allen, Common Council Legislative Policy Analyst
Kerri Bartlett, WIC Supervisor, Public Health - City of Madison & Dane County

Fr: Kelly McDowell, WBA Executive Secretary

Re: Healthy Vending in Public Facilities

I have been following the discussions of the Madison Food Policy Council on behalf of the Wisconsin Beverage Association (WBA). As you consider healthy vending in publicly run facilities, I wanted to share information about the current vending landscape in public venues, as well as the status of labeling. Please let me know if you have any questions or would like additional information.

SCHOOLS

In her March 6th memo, Ms. Allen wrote that “Madison Metropolitan School District (MMSD) developed nutrition standards as part of its Wellness Policy. MMSD’s Wellness Committee develops an annual list of approved snacks and beverages.”

MMSD, indeed all public schools have adopted vending policies, many of them in conjunction with the beverage industry. Almost 10 years ago, the non-alcoholic beverage industry recognized that the availability of soft drinks and other beverages in schools – where children are not under the direct supervision of parents – raised unique issues. The industry concluded in 2004 that an industry-wide school beverage policy was needed. Beverage companies understood that parents, community leaders and school officials preferred that certain full-calorie beverages not be available to younger children at school, but that older children can have more beverage choices. The industry responded to these groups by adopting the national [School Beverage Guidelines](#) in conjunction with the William J. Clinton Foundation and the Alliance for a Healthier Generation.

Visit a local high school today and you will see the change that has been achieved. Bottlers believe it is appropriate for older students to have a choice in beverages, but they are making sure that these choices include lower-calorie and reduced-portion options. That is why Wisconsin’s bottlers still offer diet versions of their flagship brands, such as Coke, Pepsi and Dr. Pepper. Except for diet beverages, every beverage under the guidelines has seen a reduction in calories by having its calories capped, its portions reduced or, in the case of full-calorie soft drinks, removed. Beverage options have shifted to waters, diet drinks, sports drinks and juices.

[NEW RESEARCH STUDY SHOWS A 90 PERCENT REDUCTION IN BEVERAGE CALORIES SHIPPED TO SCHOOLS SINCE 2004](#)

WASHINGTON, D.C. – Research published today (8/16/12) in the *American Journal of Public Health* confirms that the beverage industry has successfully removed full-calorie soft drinks from schools nationwide and replaced them with lower-calorie, smaller-portion options. Through this effort, The Coca-Cola Company, Dr Pepper Snapple Group, PepsiCo and their respective bottlers have reduced beverage calories shipped to schools by a dramatic 90 percent between 2004 and the end of the 2009-2010 school year. This updated data builds on the industry's previous 2010 announcement of its successful implementation of the School Beverage Guidelines developed with the Alliance for a Healthier Generation.

PUBLIC FACILITIES – BLIND VENDOR PRIORITY

The Wisconsin Business Enterprise Program (BEP) is a partnership between the Randolph-Sheppard Vendors of Wisconsin, the Wisconsin Department of Workforce Development (Division of Vocational Rehabilitation), and the State of Wisconsin. Working along with the federal government, they assist qualified blind individuals in achieving gainful self-employment.

The mission of the Wisconsin BEP is to enlarge economic opportunities for the blind. They establish, maintain and provide the best in **vending and food services across Wisconsin through the statewide small business program**. The partnership combines the resources of both the public and private sectors, with a focus on matching up qualified blind business operators with the private and public facilities that need vending and food services.

BEP operators are small business owners, who run private concessions. **Their membership in the Wisconsin BEP program entitles them to priority on municipal, county, state and federal properties.** "Priority" means these businesses have the first right of refusal to run their businesses on these properties. They do not receive any government subsidies, or participate in the State's benefit programs, such as retirement and group health insurance. Like some franchises, however, the facility and equipment are owned by the State of Wisconsin, who maintains both in consideration of fees paid by the operators.

BEP operators, like other business owners, are responsible for setting their own prices based on the needs of the business. They set prices at a level that balances competition from other local vendors with the costs of the business. As in other chain franchises, BEP operators with locations in the same geographic area may act together to keep prices similar from location to location within the program.

Below is a sampling of the facilities that are serviced by Blind Vender program in Madison:

- Risser Justice Center, 17 W Main St Madison, WI 53703 – Rocky's Vendi Cap Service
- WHEDA, 201 W Washington Ave Madison, WI 53703 – Rocky's Vendi Cap Service
- Dane County Human Services, 1202 Northport Dr Madison, WI 53704 – Rocky's Vendi Cap Service
- Dane County Job Center, 1819 Aberg Ave Madison, WI 53704 – Rocky's Vendi Cap Service
- Dept. of Administration, 101 E Wilson St Madison, WI 53703 – Spencer Vending
- WI Disability Determination Bureau, 301 S Blount St Madison, WI 53703 – Spencer Vending
- Dept. of Agriculture, 2601 Agriculture Dr Madison, WI 53714 – Spencer Vending
- Central Service Building, 202 S Thornton Madison, WI 53702 – Spencer Vending
- Dept. of Corrections, 3099 E Washington Ave Madison, WI 53704 – Campbell Vending
- Dept. of Transportation, 4802 Sheboygan Ave Madison, WI 53705 – Hill Farm Coffee Shop (cafeteria/vending)
- Dept. of Revenue, 2135 Rimrock Rd Madison, WI 53713 – RSVW
- GEF 1, 201 E Washington Ave Madison, WI 53707 – Good Day Coffee Shop (cafeteria and vending)

- GEF 2, 101 S Webster St Madison, WI 53707 – Good Day Coffee Shop (cafeteria and vending)
- GEF 3, 125 S Webster St Madison, WI 53707 – Good Day Coffee Shop
- WI Dept. of Health Services, 1 W Wilson St 53703 – Day Break Coffee Shop
- State Capitol Building, 2 E Main St Madison, WI 53702 – Crosstown Traffic Vending
- UW Hospital, 600 Highland Ave Madison, WI 53792 – Crossroads Vending
- Forest Products Lab 1 Gifford Pinchot Dr Madison, WI 53726 – Crossroads Vending

LABELING – CONTAINERS, VENDING MACHINES & SODA FOUNTAINS

America's beverage companies have put new labels on the front of every can, bottle and pack they produce. The [Clear on Calories](#) initiative, announced in February 2010 was in support of First Lady Michelle Obama's "Let's Move!" anti-obesity campaign. Consumers across America have seen these labels arrive on the front of their favorite beverages. This is another way that the beverage industry is helping consumers make informed choices as part of an active, healthy lifestyle.

First Lady Michelle Obama, as noted in her speech announcing the launch of "Let's Move!" (2/9/10)

"In fact, just today, the nation's largest beverage companies announced that they'll be taking steps to provide clearly visible information about calories on the front of their products - as well as on vending machines and soda fountains. This is exactly the kind of vital information parents need to make good choices for their kids."

America's beverage companies continue to deliver in communities across America. They launched their new **Calories Count™ Vending Program** in municipal buildings in the cities of Chicago and San Antonio in 2013. You can learn more about the program, and see sample vending snipes, by visiting our **"We Deliver"** website.

BOTTLER SUPPORT FOR A HEALTHIER WISCONSIN

With 4,300 beverage industry employees working in communities all around the state, bottlers are your neighbors, and they are deeply committed to the communities in which they live and serve. Wisconsin Beverage Association (WBA) members have a long history of community involvement, supporting organizations such as the United Way, YMCA, the Gundersen Lutheran Medical Foundation, the La Crosse Fitness Festivals, the American Red Cross, the Boys and Girls Clubs, Special Olympics, the Susan G. Komen Foundation, Muscular Dystrophy Association and KaBOOM.

In addition to individual bottler community involvement efforts, the WBA was recently awarded American Beverage Association **Healthier America Grant** matching grant dollars to develop and establish initiatives in Green Bay and Milwaukee.

The **Healthy America Family Challenge at the Green Bay Boys & Girls Club** was launched in 2013 with a \$10,000 grant from Green Bay area bottlers and the American Beverage Foundation for a Healthy America. The grant will enable the Boys & Girls Club of Green Bay to expand its days of operation to provide community youth and families with additional access to physical recreation facilities on Saturdays during brutally cold winter months here in Wisconsin. In addition to their financial backing, Green Bay area bottlers from Coke, Pepsi and Seven-Up will volunteer during the expanded hours of operation to help make the challenge a rewarding experience for local youth and their families.

In 2012, the WBA partnered with the United Neighborhood Centers of Milwaukee and the Medical College of Wisconsin to develop a 12-week summer youth program. Funded with a \$30,000 grant from Milwaukee area bottlers and the American Beverage Foundation for a Healthy America, **“Growing Your Future” used community gardens as the outdoor classroom for participating youth who grew produce and developed strategies for marketing and selling their products.** The participants also learned the value of nutrition, physical activity and business skill development that they can apply in their own lives and share with others.

WBA HEALTHIER AMERICA GRANTS - GREEN BAY AND MILWAUKEE



The **“Healthy America Family Challenge”** at the Green Bay Boys & Girls Club was launched in January of 2013 with a \$10,000 grant from Green Bay area bottlers and the American Beverage Foundation for a Healthy America.



Green Bay Mayor Jim Schmitt participated in the **“Healthy America Family Challenge”** check presentation in January of 2013, highlighting his commitment to making Green Bay the healthiest community in America.



In the summer of 2012, the Wisconsin Beverage Association partnered with the United Neighborhood Centers of Milwaukee and the Medical College of Wisconsin to develop a 12-week summer youth program, **“Growing Your Future.”** Funded with a **\$30,000 grant** from Milwaukee area bottlers and the American Beverage Foundation for a Healthy America, **“Growing Your Future”** used community gardens as the outdoor classroom.



“Growing Your Future” participants also learned the value of nutrition, physical activity, and business and job readiness skill development that they can apply in their own lives and share with others.